



## By The Numbers: Bridgestone and the Olympic Winter Games PyeongChang 2018

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A Worldwide Olympic Partner of the International Olympic Committee (IOC) since 2014, Bridgestone is proud to provide its leading products, services and expertise in support of the Olympic Movement and the world's greatest athletes through 2024. As the Road to PyeongChang 2018 continues, here's a look at some of the key numbers, dates and milestones for Bridgestone and its first Olympic Winter Games.

- 1** PyeongChang 2018 is not only the first Olympic Winter Games for Bridgestone as a Worldwide Olympic Partner, but also the company's first truly global Games with activations extending into new countries and more key markets around the world
- 2** Number of times that the Republic of Korea will have hosted the Olympic Games (PyeongChang 2018 and the successful Olympic Games Seoul 1988)
- 3** PyeongChang 2018 is the first of three consecutive Olympic Games being held in Asia (followed by the Olympic Games Tokyo 2020, where Bridgestone is globally headquartered, and the Olympic Winter Games Beijing 2022)
- 21** Number of IOC vehicles within the Olympic fleet equipped with Bridgestone Blizzak winter tires; engineered for enhanced traction in snowy, icy and slushy conditions, Blizzak tires will offer maximum control for IOC officials traveling in PyeongChang
- 42** Number of employees at Bridgestone Tires Sales Korea (BSTK), which is based in Seoul
- 56** Number of athlete ambassadors on Team Bridgestone, a global roster of 33 individual athletes and one national team who embody the company's core Olympic message, "Chase Your Dream." Among them, Nathan Chen (figure skating, USA), Erin Jackson (speed skating, USA), Maciej Kot (ski jumping, POL), Elana Meyers Taylor (bobsled, USA), Amy Purdy (para snowboarding, USA), Evan Strong (para snowboarding, USA), Pierre Vaultier (snowboard cross, FRA) and the women's ice hockey athletes of the Japanese Olympic Team, known as Smile Japan, will compete at PyeongChang 2018.
- 73** Number of Bridgestone out-of-home advertising placements throughout South Korea that feature the company's Olympic message, "Chase Your Dream"
- 104** Approximate number of Bridgestone locations in Asia Pacific
- 2001** The year Bridgestone Tire Sales Korea (BSTK) was founded
- 2014** The year Bridgestone became a Worldwide Olympic Partner
- 2016** The year Bridgestone became the first Founding Partner of the Olympic Channel, pledging support to the ground-breaking digital platform that celebrates the Olympic Movement and its inspiring athletes year-round
- 64,000** Approximate number of Bridgestone employees in Asia Pacific
- 143,000** Approximate number of Bridgestone employees globally